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FEDERAL CROP INSURANCE CORPORATION  
U. S. DEPARTMENT OF AGRICULTURE

It  
#284  
Can  
Happen  
To  
You!



## It Has Happened To Others. . . .

A series of good corn crops is no guarantee that this chain of good fortune cannot and will not be broken. Every thinking farmer knows that every planted crop can fail because it takes more than his best farming efforts to produce the harvest. . . .

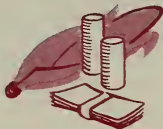
An outstanding Iowa corn farmer did his best to bring 500 acres of corn through to his usual big harvest but his efforts were nullified by a prolonged heat wave at a critical period in the growing season. There was only some fodder and silage to be salvaged. . . . EXCEPT THAT THIS PARTICULAR FARMER hadn't been lulled by good crops into overlooking what could happen if Nature frowned instead of smiling on his fields. He had been paying crop insurance premiums to protect his investment against the year when the chain of good crops might break. He received a Federal Crop Insurance check for \$10,000. The value of all-risk crop insurance to the sound business side of modern farming is well illustrated by the difference between \$0 and \$10,000 in this instance.

## Nature Gives No Guarantees



When the crop is in the ground, the farmer is in full partnership with Mother Nature. . . . He can't dissolve this partnership even though past experience means nothing to her. She has a full bag of tricks and when or where she will play them or whom she will play them on is her own secret. She does the unexpected. She's too unpredictable to take for granted. Some corn farmers do but this is a dangerous state of mind because it takes good fortune as well as good farming to produce good crops.

## The Stakes Are High. . . .



Most corn farmers invest more money in their crops than they care to lose or throw away. Everything is riding on the hope of a good harvest. Picture yourself in a year of crop failure. Could you meet your obligations? Would you have enough money to plant a new crop? If you did, wouldn't that money be taken from your cash reserve? Wouldn't it be lost for the use you had planned for it? If you had successive crop failures wouldn't that cash reserve soon diminish?

Consider the cost of your operation. . . . the amount at stake. Is it wise to let it stand unprotected?

## You Can Be Certain. . . .



There was a time when crop failure meant losing both profit and investment. This is still true on many corn farms. But some corn farmers now can **PROTECT** the money they invest in their crops with **FEDERAL ALL-RISK CROP INSURANCE**. . . . You have an opportunity like the Iowa corn farmer described earlier to protect your money so that you will be prepared if crop disaster comes your way.

## Be Prepared. . . .



You know that you could have a crop failure. Unexpected crop failures strike good farmers like you throughout the nation every year. The same partner that you are counting on to cooperate with you in producing a good crop brings unavoidable hazards into the production picture. Hazards that you cannot control. **FEDERAL ALL-RISK CROP INSURANCE** will protect you against these

hazards, providing the protection you need to cushion these catastrophes when they strike. . . . Be **READY**. . . . **IT CAN HAPPEN TO YOU**. . . .

Your county crop insurance representative will welcome the opportunity to give you full details on the protection that you can buy.

Invest a few dollars from your good corn crops in an insurance premium that will insure money you must spend to produce a crop or a failure.

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REMEMBER

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